

CTEC Business Extended Certificate



Higher Apprenticeship



Enter the workplace

EXAM RESULTS

Final Exams Unit 1 and Unit 2 resit opportunity



University



Pre-release Real business research for Unit 1 exam



Unit 2: Working in Business – First sitting of the exam

Unit 16: Understand how and why projects are monitored and factors that can influence a project

Unit 16 Stages of project management



Unit 2 : PPE



Unit 16 : Principles of project management – develop the skills required to plan projects and be aware of possible obstacles that can impact on the outcome of a project



Unit 16 Prepare project plans

Unit 16 Understand the skills project managers need to have

Unit 2: Understand how to communicate effectively with stakeholders

Unit 2: Be able to prioritise business tasks



Unit 2: Be able to use business documents

Unit 2 : Working in Business Exam – Learning how and why protocols are done in business. Fits nicely with FE and employments skills within college

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Unit 4: establish a rapport with customers through non-verbal and verbal communication skills

Unit 4: constraints and issues which affect the sharing, storing and use of information

Unit 2: protocols to be followed when working in business

Unit 2: factors that influence the arrangement of business meetings

Unit 4: convey message for business purposes



Unit 4 : Customers and communication– Builds on application of knowledge in real life businesses and application of skills such as verbal presentation

Unit 4: Understand how to communicate with customers

Unit 4: Understand who customers are and their importance to businesses

Unit 1 : The external Business environment – First sitting of the exam



Unit 1 : PPE



Pre-release Real business research for Unit 1 exam

Unit 1: Understand the relationship between businesses and stakeholders

Unit 1: Understand the external influences and constraints on businesses

Unit 1: Be able to assess the performance of businesses to inform future business activities

Unit 5: carry out market research

Unit 5 : validate and present market research findings

Unit 1: Be able to use financial information to check the financial health



Unit 5 : Marketing and Market Research – This introduces learners to new skills and coursework



Unit 5: Know the constraints on marketing

Unit 5: Understand the role of marketing in businesses

Unit 1: Understand the different organisational structures

Unit 1: Understand how functional areas of businesses work together

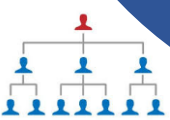
Unit 1 : Understand why businesses plan

Unit 1: Understand different types of businesses and their objectives

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EXAM RESULTS

Unit 1 : The external Business environment exam – This underpins knowledge for all of the units



CTEC Business Diploma



Higher Apprenticeship



Enter the workplace

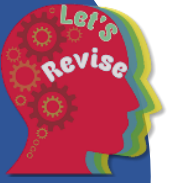
* To see more specifics about unit 1,5,4,2,16 see the learning journey for CTEC Business Extended Certificate



University



Final Exams Unit 1,2,3,15 resit opportunity



Pre-release Real business research for Unit 1 exam re-sit
Pre-release for Unit 3 exam re-sit



Unit 2 and Unit 15 First sitting of the exam

Unit 22: evaluate the effectiveness of a project against its objectives and own contribution to a project



Unit 22: Be able to collaborate to deliver a project

Unit 2 : PPE
Unit 15 : PPE

Unit 15: use data to monitor change management



Unit 2 : Working in Business Exam *- Learning how and why protocols are done in business. Fits nicely with FE and employments skills within college

Unit 16 : Principles of project management*- develop the skills required to plan projects and be aware of possible obstacles that can impact on the outcome of a project. This unit helps with Unit 22

Unit 15: able to plan for change, manage change and overcome barriers



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Unit 15: Understand the drivers of change

Unit 15: theories of change management

Unit 15: Change Management

Unit 22 :Be able to scope a project

Building on knowledge about business decisions and the external business environment. Learners will build deeper understanding of what it takes to lead in business.



Unit 7 Be able to pitch planned marketing campaigns

Unit 22: Delivering a Business project- Builds on knowledge about stakeholders and marketing. Builds team work and leadership skills



Unit 7: Be able to plan marketing campaigns



Unit 4 : Customers and communication*- Builds on application of knowledge in real life businesses and application of skills such as verbal presentation



Unit 1 : & Unit 3 - First sitting of the exam

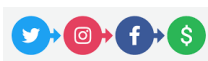


Unit 3: use information to make and justify business decisions

Unit 7 :Understand the role of PR advertising and digital marketing agencies

Unit 6 : Be able to use business tools to propose marketing strategies

Unit 1 : PPE and Unit 3 PPE



Pre-release Real business research for Unit 1 exam
Pre-Release for Unit 3



Unit 3: use resource, project and change management information

Unit 6 : Understand factors influencing marketing strategies

Unit 3: Understand how HR information informs business decisions

Unit 3: Understand how marketing information informs business decisions

Unit 6 : Know what benefits branding can generate for businesses

Unit 3 : Be able to use financial data to inform business decisions

Unit 6 Understand digital marketing

Unit 7: Understand how digital marketing is used and the impact



Unit 6: Marketing Strategy Coursework To understand how marketing works in real life business settings digitally and physically.

Unit 5 : Marketing and Market Research* - This introduces learners to new skills and coursework and merges well with unit 6 and 7 as a project



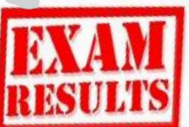
Unit 7: Understand the marketing mix

Unit 7 : Understand the purpose of marketing campaigns

Unit 6 : Understand the purpose of marketing strategies

Unit 3: Understand factors to be taken into account when making business decisions

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Unit 7: Marketing Campaign coursework. Application of knowledge and creative skills to

Unit 3: Business Decisions Exam - This unit looks at how businesses make decisions, it underpins unit 6 and 7

Unit 1 : The external Business environment exam* - This underpins knowledge for all of the units*



Cambridge National Enterprise & Marketing



The Mirfield Free Grammar



College/
Level 3
courses



EXAM RESULTS

Unit R067: Enterprise and marketing concepts Exam

Topic Area 2: Market research to target a specific customer. Developing on knowledge from R068 and deepening understanding

Topic Area 4: Creating a marketing mix to support a product. Building on knowledge from R069 and deepening understanding of marketing and promotion.



Topic Area 5: Factors to consider when starting up and running an enterprise. Learning about ownership and sources of finance to be able to set up a company.

Topic Area 1: Characteristics, risk and reward for enterprise. Learning about Entrepreneurs.



Topic Area 3: What makes a product financially viable. Building on knowledge from R068 and deepening understanding of finance in enterprise.

Topic Area 4: Review a brand proposal, promotional campaign and professional pitch. Learners reflect on their ability to create a brand, campaign and a professional pitch.

Unit R067: Enterprise and marketing concepts. Examination. Building on existing knowledge from the NEA. Learning why and how Enterprise exist.



Topic Area 2: Create a promotional campaign for a brand and product. Learners develop their knowledge of marketing and advertising to develop a campaign for their product

Topic Area 3: Plan and pitch a proposal
Learners will create a pitch and present their product design, brand and promotional campaign to a panel

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Brand

Identity

Logo

Topic Area 1: Develop a brand identity to target a specific customer profile
Learners will take their product and learn how to brand it. Using design skills such as a logo and slogan

Topic Area 5: Review the likely success of the business proposal
Learners will review how successful their product will be in the market, analysing the product and the market

Unit R069: Market and pitch a business proposal – Developing from the R068 students learn how to market and present their product to different audiences



Topic Area 3: Develop a product proposal
Learners will create a proposal for the product based on their customer and research

FUNCTION

Topic Area 4: Review whether a business proposal is financially viable
Learners will be reflective and use financial evidence to review their product idea



ECONOMIC MANUFACTURE

AESTHETICS



Topic Area 2: How to identify a customer profile
Learners will understand the basics of who customers are and identify their customer based from their research



Unit R068 : Design a business proposal- Based on a Brief issued by OCR. This underpins knowledge *



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Topic Area 1: Market research
Learners will understand the basics of market research and conduct their own based on the brief issued by OCR

* the product focused on in the brief changes every year